



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/19 thru 09/25.
 (prices in dollars per carton)

Fri. Sep 19, 2014

SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		31.7% of 22,900 stores				35.7% of 22,900 stores				27.5% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			200	1.68			1,300	1.47			420	1.52
	White 18 pack	30	2.25	300	2.60	40	2.69	120	2.23	20	2.00	280	2.11
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.00	2,270	1.33			1,570	1.27	70	1.60	380	0.94
SPECIALTY	White 18 pack			470	2.23			820	2.38			360	1.97
	Brown 12 pack							170	0.99			10	1.39
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			300	4.53			540	4.18			1,810	3.70
	OMEGA-3												
	White 12 pack	340	2.61	1,610	2.55	630	2.71	2,700	2.51	430	2.79	2,070	2.53
	Brown 12 pack							180	3.29			20	3.29
	CAGE-FREE												
	White 12 pack			130	2.92			1,920	2.64	20	1.69	10	2.99
Brown 12 pack			1,740	3.81			2,240	2.68	170	2.99	300	2.90	
VEGETARIAN FED													
	White 12 pack			100	2.48			10	2.99			120	2.49
	Brown 12 pack			100	2.70	40	2.49	1,450	2.48	310	2.59	640	2.63

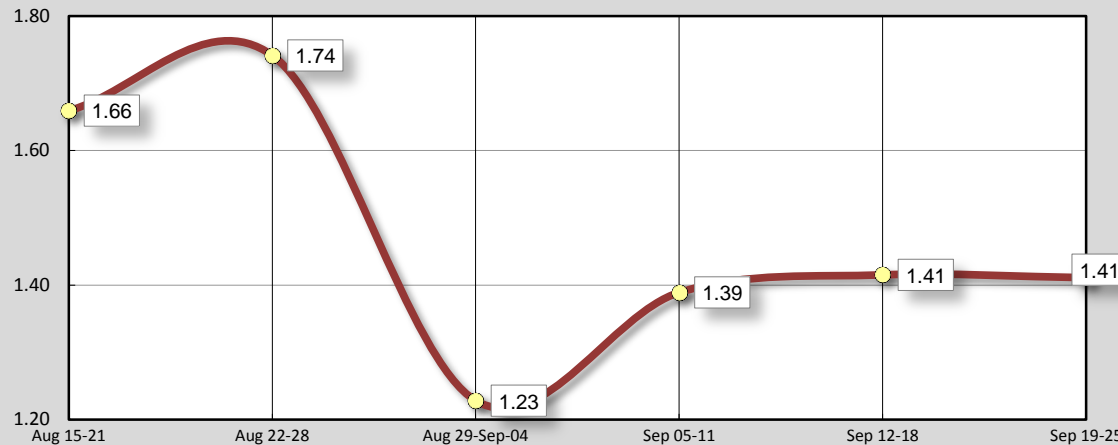
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,280	4,020	1,540	Large Eggs on
Specialty	4,320	9,710	5,900	Sep-02-2014
Total (includes MD)	7,900	14,430	7,800	488.8
Special Rate 4/:	0.9%	2.1%	1.3%	up 1.0%

5/ 1,000's of 30-doz cases

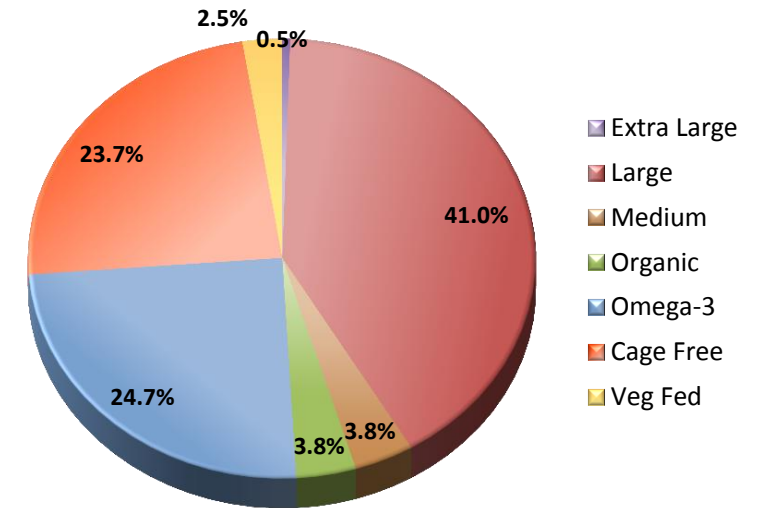
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is not as active as a week ago. The average price of Large White eggs, Grade A or better, to consumers appears to be stabilizing and is the same as the previous week. Shopper searching for bargains are finding them limited as grocers have backed off offering "no price" incentives this period. Ads for Medium eggs are maintaining a steady presence, however ads for Extra Large eggs are sporadic. Advertisements for specialty shell eggs decline. Cage-free and Omega-3 type eggs are still commanding a good portion of ad space, however not at the same level seen last week. Stores featuring vegetarian fed eggs sharply decline. Promotions for liquid egg products are slightly lower.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/:** ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/:** STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/:** SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		54.0% of 4,700 sampled outlets Activity Index = 2,820 (includes Medium)						16.6% of 5,900 sampled outlets Activity Index = 1,190 (includes Medium)						36.8% of 4,200 sampled outlets Activity Index = 1,720 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack										1.99 100 1.99						1.25 - 1.49 20 1.36			
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.69 - 1.99 880 1.74						0.99 - 1.99 520 1.12			1.00 10 1.00			0.97 - 2.29 550 1.04			
	White 18 pack				1.99 - 2.99 170 2.65												1.89 - 1.99 180 1.99			
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.25 140 1.25			White 12 pack			0.97 - 1.25 40 1.12			White 12 pack			0.99 - 1.00 30 1.00			
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
		Brown 12 pack				3.98 - 4.99 50 4.80						4.99 20 4.99						2.99 - 4.69 220 4.46		
	OMEGA-3		2.69 - 3.00 210 2.99			1.88 - 2.99 910 2.73			1.99 - 2.00 40 2.00			1.99 - 2.29 130 2.06						2.00 80 2.00		
	White 12 pack																			
		Brown 12 pack																		
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack				2.99 50 2.99						2.99 40 2.99			2.49 - 2.99 40 2.75						
					3.99 260 3.99						3.99 300 3.99			2.69 - 3.99 550 3.69						
VEGETARIAN FED																				
White 12 pack																				
	Brown 12 pack				1.99 - 2.79 70 2.47									2.29 20 2.29						
					2.50 80 2.50									3.48 20 3.48						
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		33.3% of 4,200 sampled outlets Activity Index = 1,290 (includes Medium)						24.3% of 2,800 sampled outlets Activity Index = 690 (includes Medium)						13.5% of 1,200 sampled outlets Activity Index = 190 (includes Medium)						
USDA GRADE AA	White 12 pack				1.25 50 1.25			2.25 30 2.25			2.49 - 2.99 140 2.73						1.25 - 2.00 30 1.58			
	White 18 pack				2.50 120 2.50												2.49 40 2.49			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack			1.20 - 1.49 50 1.46			White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.29 280 1.00						0.99 20 0.99						0.98 - 1.50 20 1.29			
	White 18 pack				1.87 - 1.99 100 1.93						2.29 20 2.29									
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.00 30 1.00			White 12 pack			2.99 10 2.99			White 12 pack						
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
		Brown 12 pack													3.99 10 3.99					
	OMEGA-3		1.99 90 1.99			1.66 - 2.33 190 2.08						1.80 - 2.99 290 2.66						2.50 10 2.50		
	White 12 pack																			
		Brown 12 pack																		
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack				2.99 - 3.99 430 3.65						3.99 130 3.99			3.99 70 3.99						
VEGETARIAN FED																				
White 12 pack																				
	Brown 12 pack													2.99 10 2.99						



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

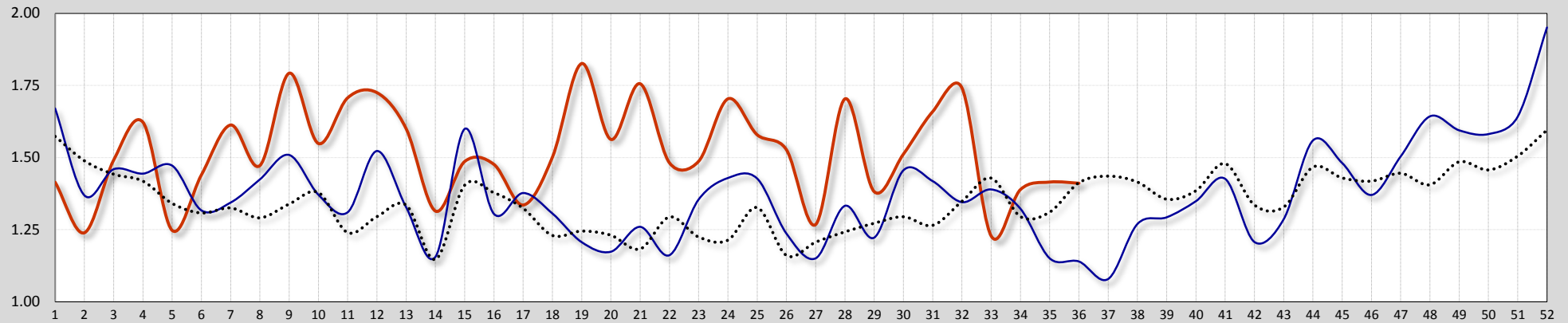
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/19 thru 09/25.

(prices in dollars per carton)

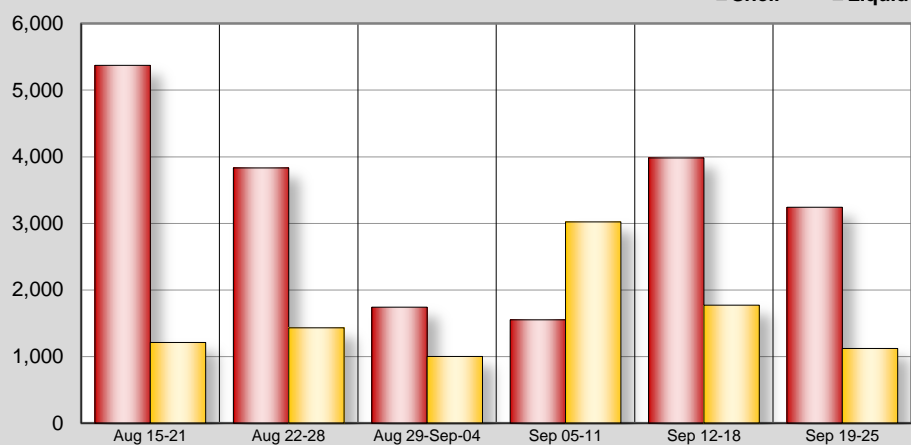
Fri. Sep 19, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	4.9%	8.1%	4.4%	15.4% of 4,700 sampled	4.5% of 5,900 sampled	2.3% of 4,200 sampled	0.0% of 4,200 sampled	0.9% of 2,800 sampled	0.5% of 1,200 sampled
2/ Activity Index	1,120	1,770	1,240	Activity Index = 720	Activity Index = 270	Activity Index = 100	Activity Index = 0	Activity Index = 20	Activity Index = 10
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	710 2.51	1,130 2.82	930 2.62	1.99 - 3.29 310 2.78	1.88 - 3.29 270 2.16	2.39 - 2.69 100 2.54		2.79 20 2.79	2.99 10 2.99
32 oz. crtn	350 3.76	640 4.98	80 4.30	3.50 - 4.99 350 3.76					
3 - 4 oz. cup	60 2.28		230 2.49	2.28 60 2.28					
2 - 8 oz. cup									

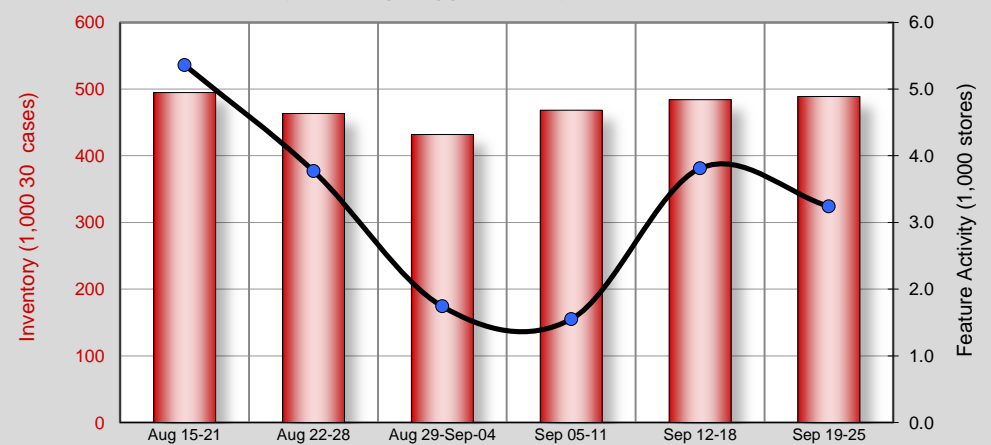
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>